

# **POLICY BULLETIN**

## **CHILD NUTRITION PROGRAMS**

**NSLP 06-06**

**February 7, 2006**

**SUBJECT: Expansion of *Eat Smart Play Hard with ProRodeo* to the National School Lunch Program**

**CONTACT: Elaine Jensen, Analyst**

**PH: (801) 538-7592**

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The purpose of this memorandum is to provide the attached brochure and advise you that USDA is expanding a successful partnership to the National School Lunch Program (NSLP). The partnership between Food and Nutrition Service (FNS) and the Professional Rodeo Cowboy Association (PRCA) began in 2003, to increase awareness of the Summer Food Service Program (SFSP) and encourage children to participate in the SFSP. Through the combined efforts of FNS and PRCA, SFSP sites at schools, churches and parks across our region had successful visits by cowboys and rodeo queens. The PRCA members have been positive role models for the children, demonstrating their rodeo skill when possible interacting with the children, signing autographs and joining them for lunch while reinforcing the message *Eat Smart. Play Hard.*

In 2005 the partnership again evolved to get the message of *Eat Smart. Play Hard.* and the importance of a healthy lifestyle to the children, with the coordination of PRCA visits to schools that participated in SFSP during the summer break. These visits occurred in May and the cowboys encouraged the children to maintain a healthy lifestyle by participating in the SFSP when school was out. One school was visited by the reigning World Champion bare back rider and another by the World Champion bull rider; each school held an assembly to showcase the visit and one had local media coverage.

Due to the overwhelming success of those PRCA visits expanding the partnership to the NSLP is a natural fit and will allow us to reach more children with the message *Eat Smart. Play Hard.* A visit could also be coordinated to support a wellness program.

The brochure provides information about the partnerships, what hosting a visit entails, and how to request a visit. A color copy of the brochure is posted on our web site ([schools.utah.gov/cnp](http://schools.utah.gov/cnp))